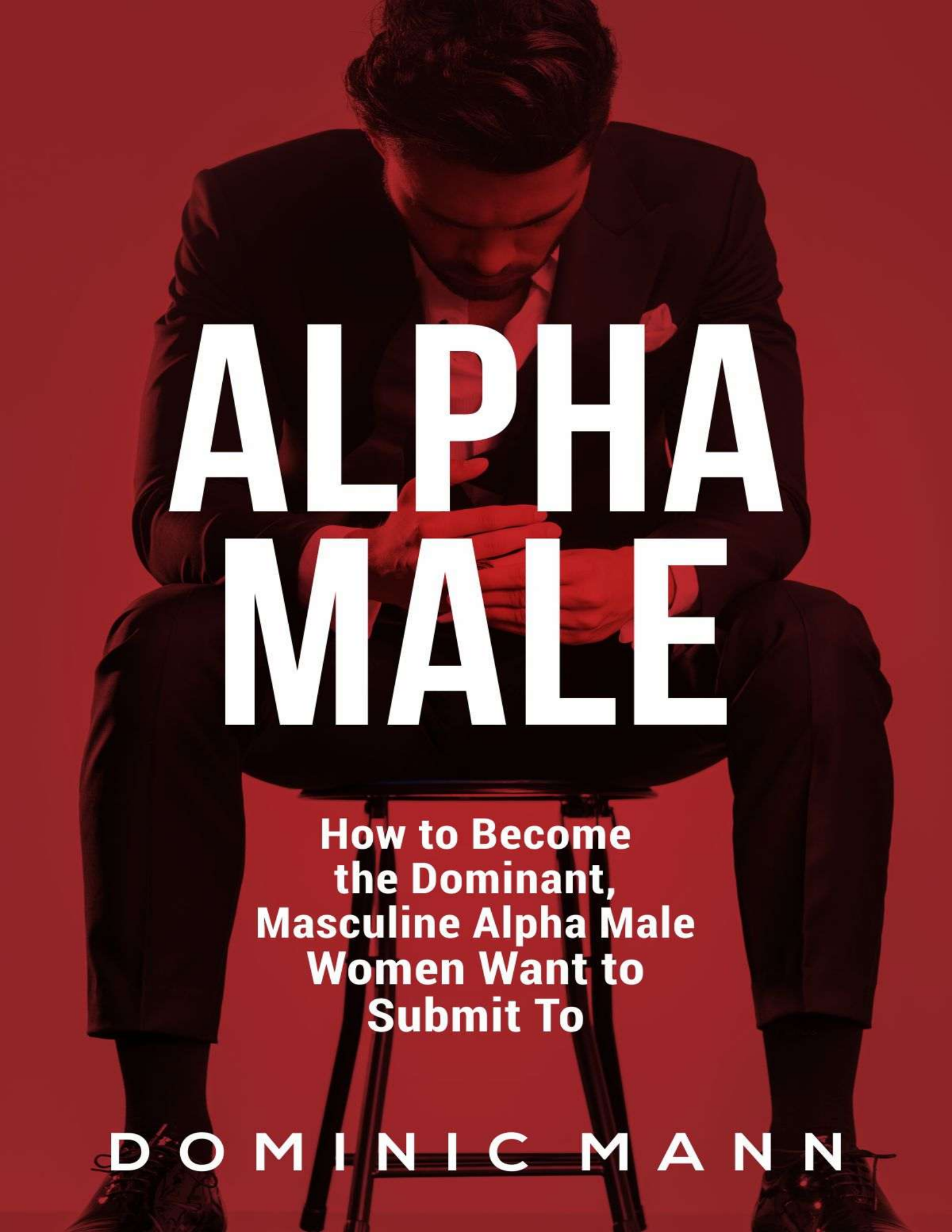

ALPHA MALE

How to Become the Dominant, Masculine Alpha Male Women Want to Submit To

DOMINIC MANN

Alpha Male: How to Become the Dominant, Masculine Alpha Male Women Want to Submit To

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Introduction

Women have evolved to be intensely and instinctively attracted to strong, dominant alpha males—not weak, wussy “nice guys.”

Unfortunately, very few men are born natural alpha males. The majority of alpha males are self-made, learning to develop within themselves the foundational traits that make alpha males the powerful, awe-inspiring, slightly intimidating men that they are.

The purpose of this book is to equip you with the tools you need and the traits you must develop in order to become an alpha male. So dive right in, get started, and discover the nine traits you need to become an alpha male.

Alpha Male Principle #1: Take Charge and Lead

THE MASCULINE AND THE FEMININE

Us men love to feel masculine.

Whether it be conquering the competition, dominating a girl in the bedroom, or having a girlfriend ask us to squash a “scary” big spider or open a pickle jar, we love to show off our manliness. We want to conquer and protect. We want to feel needed and like a man.

This is why us men are intensely attracted to feminine women. It’s also why the surest way for a woman to make her man run for the hills is to constantly emasculate him.

And, just as us men love to feel manly, so too do women love to feel womanly.

Here’s an example to demonstrate my point:

Have you ever said to a woman, “What do *you* want to do? I’m happy to do whatever you want.” You might say it when she asks you what movie you want to watch, or when you guys are deciding what restaurant to go to, or whatever. Instead of taking charge of the situation and taking on the masculine role of leading the interaction, you shrug the decision off onto her.

Well, guess what? Women *hate* this. They not only hate it, but it’s a huge turn-off. It’s unattractive.

You may think she’ll love you for it because you’re being such a “nice guy” and she gets to do what *she* wants. But that’s not how it works. It just makes you seem like a weak man who’s unsure of himself. And remember, nice guys finish last.

You see, women want to feel feminine. They want—and are hardwired to be instinctively attracted to—a man who takes charge and leads.

They don't want to be making all the decisions, choosing where to go and what to do. They just want to tag along with a confident, dominant man as he goes about living his exciting, adventurous life.

When women feel feminine, they feel sexy. When women are forced to take on the masculine role because a guy constantly asks, "What do *you* want to do?" they feel frustrated and turned off.

You be masculine. Let her be feminine.

Lesson : Let her be feminine by being masculine. Take charge, lead, and let her follow. The masculine leads, the feminine follows. So go about living an exciting, adventurous life and let women tag along. Don't delegate your masculine responsibilities onto them by asking them the distinctly unsexy, "What do *you* want to do?"

FROM "HEY" TO LAY

Being an alpha male requires more than just never asking, "What do *you* want to do?"

You need to take charge not just when it comes to where you go and what you do with women. You need to take charge of *everything* .

See an attractive woman? Go say hi. Talk for a little bit and get her number. She ain't going to approach you. You're the man—that's your job.

Want to set up a date with a woman you've met and/or got a number from? Text her and set it up. She ain't going to do it for you. You're the man—that's your job. (Totally unrelated piece of advice: Don't call it a "date." That'll scare a lot of women away. Just go "meet up for coffee" or "grab a drink" or something of the sort.)

Want to start getting more physical with a woman? Hold her hand. (And, for heaven's sake, *don't ask her!* Just do it. Worst case scenario, she'll pull her hand away and you'll have to try again later. But I digress.) Put your arm around her. Brush a loose strand of hair into place. Rarely will women initiate physical contact. You're the man—that's your job.

Want to go for the kiss? Hold eye contact, look down at her lips, back up to her eyes, and then lean in and go for it. You're the man, it's your job to initiate the kiss.

Want to take her to bed? "I've got this awesome pool table, let's go play a round." "Come have a drink at my place, you've haven't had a real martini until you've tried my homemade [X]." "I live just round the corner. You can come over, but only if you promise not to try anything. ;)" Then, once you're at your/her place, simple physically escalate your way to sex. You're the man, it's your job to take her to bed.

And so on.

Guys who don't take charge, or who wait for "just the right moment" to escalate the interaction, rarely get the girl.

Lesson : As the man, it's your job to take charge of the interaction and lead her. Every step of the way, from "hey" to lay.

KEY IDEAS

1. **Women want to feel feminine .** Do this by being masculine and leading the interaction. You lead, she follows.
2. **Be decisive .** Don't constantly ask women what they want to do. Do whatever *you* want to do and let her tag along. Never drop the attraction-killing, "What do *you* want to do?"
3. **Lead every step of the way .** Don't just lead by being decisive. Lead the interaction, take initiative, and escalate. Get physical.

Alpha Male Principle #2: Develop Unshakeable Confidence

THE UGLIEST TRAIT

Do you want to know the single most unattractive trait in the eyes of women?

It's not a lack of six-pack abs. It's not a single-digit bank balance. No. **The single most unattractive trait to women is <u>neediness</u> .**

You can have six-pack abs and a seven-figure salary, but if you're a needy dude, she's going to find you sexually repulsive. That's why you hear of single millionaires and broke guys sleeping with a different girl every weekend. Because while a man's wealth and physical appearance matter to a certain extent, their attractiveness pales in comparison to one thing… and one thing only…

Confidence.

Lesson : Don't be needy. Don't get all insecure and defensive. These are highly unattractive qualities.

THE SINGLE MOST ATTRACTIVE TRAIT

The single most attractive trait to women is <u>confidence</u> . Confidence, confidence, confidence. It's why nice guys finish last and bad boys have girls lining up outside their door. It's why jerks get the girl while poor old Billy Beta gets friend zoned.

Fortunately, however, you don't need to be a jerk to succeed with women. Being an alpha male does not mean being an asshole.

It's not the assholeishness of jerks and bad boys that attracts women. **It's the raw, unshakeable confidence.**

Confidence demonstrates that you're a masculine man who can catch big buffalo and protect her (and any offspring) from sabertooth tigers.

Insecurity and neediness demonstrate just the opposite. You're a weak, submissive guy who won't give her the best chance of surviving the harsh evolutionary conditions our ancestors lived in, and thus won't give her the best chance of passing on her genes.

Confidence is king. Which reminds me of a quote a friend of mine showed me a while ago:

"Confidence is the fucking key to everything. It's also the key to fucking everything."

Lesson : Want to have the raw sex appeal of an irresistible bad boy? Develop rock-solid confidence. It's the single most attractive trait to women. It is to women what big boobs, a tight butt, and long luscious legs are to us men.

THE KEYS TO ROCK-SOLID CONFIDENCE

After reading the previous two sections, you might be thinking something along the following lines: "Okay, so I need to be more confident and cut out any neediness. But how? How do I display confidence?"

Here's a list showing you how to do just that.

- **Don't be afraid to disagree .** So many guys quickly adjust their opinions to match that of a woman they like. They're scared that if they disagree, she won't like them. Ironically, just the opposite is true. Not being afraid to disagree shows confidence, while changing your opinions to please her shows

only insecurity and feelings of inadequacy—as if you feel you're not good enough for her. Women can sense when guys are just agreeing with them, because guys do it all the time, and it's highly unattractive.

- **Agree and amplify .** Women will sometimes test you as a way of seeing whether or not you're really the strong, masculine 'alpha male' you're presenting yourself as, or whether you're just pretending. These tests can come in the form of a snide remark, uncomfortable question, or unnecessary request. For example, "I bet you use that line on all the girls", "How many women have you slept with", and "Buy me a drink!" Pass these 'tests' of hers by agreeing and amplifying. Some responses to the examples just given might look like, "Yeah, I literally wake up every morning covered in girls, it's that effective", "What, today? Not many", and "Sure. Would you like my ATM pin, too?"
- **Be decisive .** Confidently lead the interaction, be decisive, take charge, and escalate physically. (As discussed in the previous chapter.)
- **Act like your role models .** If ever in doubt as to how to act in a certain situation, ask yourself, "What would [your male role model, e.g. James Bond, Julius Caesar, etc.] do in this situation?" (This also works outside of the dating world.) Alternatively, ask yourself, "What would the most confident version of myself do?"

Lesson : Display confidence by not being afraid to disagree, not getting insecure or defensive when she tests you, being decisive and taking charge, and acting like men you admire.

KEY IDEAS

1. **Neediness will kill any attraction a girl might have had for you .** And not just obvious neediness, either. Even the small things, like being a little insecure, acting defensive, talking excessively, sending "good morning" and "good evening" text messages, and so on, are unattractive.
2. **Confidence is the key to fucking everything .** Confidence is the sexiest trait to women. Confidence is also essential to being an alpha male—it's the very foundation.
3. **Emulate confident men you admire .** It might be James Bond, Julius Caesar, or Theodore Roosevelt. Whoever it is, ask yourself, "How would [X] act in this situation?"

Speaking of confidence, having the right body language is essential to appearing confident. Which brings us to the next chapter…

Alpha Male Principle #3: Act Powerfully with Masculine Body Language

CALM AUTHORITY

You can identify an alpha male just by the way he walks. The way he talks. The way he sits. The way he holds himself. His posture.

His body language is open and expansive. He takes up as much space as he likes.

He might rest an arm on the back of a chair next to him. He might lean back, toss his feet up on the desk and rest his head in his palms, clasped behind his head, with elbows out. He takes big, deliberate steps (as opposed to quick little steps). His movements are slow and deliberate, not quick, jerky, and uncontrolled.

Overall, the body language of an alpha male conveys calm authority.

Lesson : Alpha male body language is open and expansive. They take up space. Their movements are slow and deliberate. They speak slowly and deliberately as well—they don't rush through what they have to say, fearful that someone might interrupt them. Their powerful, steady demeanor conveys calm authority.

Now, let's take a look at the easiest way to develop this irresistible alpha male body language…

ALPHA BODY LANGUAGE

I could go into great detail about the body language of an alpha male. But… there is a more effective way for you to learn alpha body language. And that is to find and emulate a "body language role model."

My recommendation? Daniel Craig's James Bond or Marlon Brando (especially in films like "The Wild One"). A real-life figure with very sturdy alpha male body language is Vladimir Putin. (You might not like his politics, but that's beside the point.)

Watch some clips from these movies (and Putin) and emulate the way they move, walk, talk, sit, gesture, and so on.

You'll notice that they manage to simultaneously convey calmness and authority. They're relaxed, but dominant. They don't beat their chest and shout about how great they are, but the power of their presence is felt nonetheless.

You'll notice that their emotions are always steady. You never see them with a goofy big grin, nor a look of shock or desperation. They're not easily impressed, nor are they easily ruffled or upset. They're somewhat stoic. They've seen incredible things and they've also faced mighty challenges, and so very little fazes them.

Lesson : Watch some clips of James Bond, Marlon Brando and Vladimir Putin and emulate their nonverbals and body language.

LESS IS MORE

"When you are trying to impress people with words, the more you say, the more common you appear, and the less in control. Even if you are saying something banal, it will seem original if you make it vague, open-ended, and sphinx-like. Powerful people impress and intimidate by saying less. The more you say, the more likely you are to say something foolish."

— Law 4: Always Say Less Than Necessary, from *The 48 Laws of Power* by Robert Greene

Many so-called "nice guys" talk *waayyy* too much.

I remember once doing some work in a 24-hour space at a university. There were these two girls and a guy (who, incidentally, I'd seen earlier that same day in the gym). He was muscular, tall, had great facial structure, and had all that a guy could hope for in terms of physical attractiveness. Take a look at him and you'd think he'd have no trouble with the ladies.

But, as I was about to find out, he had one major flaw that—in terms of attractiveness, at least—outweighed his naturally handsome features, plus all that hard work he'd apparently been putting in at the gym to build an attractive, muscular physique.

You want to know the problem? He talked too much. And no, not as in he sometimes talked a bit more than necessary. He literally could not stop talking. I don't know if that's how he always is or if he was just trying to impress the girls he was with, but boy did he talk.

I remember putting on my headphones and continuing to work, and an hour or two later, he was *still(!)* talking nonstop. The two girls would occasionally interject, but apart from that, it was him, talking, talking, talking. And it became painfully obvious that the girls had long lost interest —while he was talking, they'd be doing stuff on their laptops, only occasionally nodding or saying a few words here and there.

Anyway, the lesson here is this: The less you say, the better. When you're with a girl, get *her* to talk. Don't talk on and on and on, and don't

brag or otherwise seek to impress her. It just comes off as insecure.

Also, the less you say, the more mysterious you seem—she has yet to "figure you out." (A subject which is explored later on in this book.)

Finally, this rule of saying less applies to other means of communication, too. Far too many involuntarily celibate nice guys constantly text women they like. They send her "good morning" texts. They send her "good night" texts. Happy birthday texts, happy new year, texts, and so on.

Even worse, they more often than not send big, long, essay-like texts. They often also have *entire conversations* via text message, not realizing that they can't f*ck a text message (or build attraction via text) and that their efforts would be better spent arranging to see her in person.

And, whenever she does reply, they *instantly* send something back, as though they've been sitting right next to their phone the whole day just waiting for her to say something. While you might be like, "Well, yeah, duh! Everybody carries their phone with them these days," the truth is that it nonetheless seems as if you have nothing better to do with your life. It also eliminates the chance to give her time to let her think about you and wonder what you're up to.

In sum, when it comes to communication, less is more. This is not just the cases with communication, but in almost all areas regarding alpha males—including, of course, their understated yet authoritative body language.

Lesson : Don't talk so much, let her talk about herself. Don't text so much, give her time to think about you. Remember: Less is more.

KEY IDEAS

1. **Have open and expansive body language .** Take up space. Stop crossing your arms and legs. Instead, rest your arm on the back of a chair next to you, or clasp your hands behind your head, or something similar.
2. **Move slowly and deliberately .** Replace quick, jerky movements with relaxed, deliberate movements. Replace quick little steps with a big, confident, steady strides, perhaps with a bit of a swagger.
3. **Emulate a 'body language role model. '** Watch some clips of Daniel Craig's James Bond, Marlon Brando in "The Wild One", and Vladimir Putin walking about. Emulate the way these men walk, talk, sit, gesture, as well as their facial expressions, and so on.
4. **Cut the excessive talking .** When it comes to talking, less is more. (To a certain extent at least. You can't just be 100 percent silent).
5. **Don't text so much .** Also, don't instantly reply. Leave anywhere from a few hours to a day. (Or, if you want a rule of thumb, double the amount of time she took to respond to you. If she took 40 minutes, wait an hour and 20 minutes until you respond.) Also, keep in mind that you should really only use texting to set up "dates."

Alpha Male Principle #4: Observe the Law of Least Effort

THE LAW OF LEAST EFFORT

*"The person who **appears** to put the least amount of effort out, while getting the largest amount of effort returned to him by others, comes across as the most socially powerful."*

— *Chase Amante* , GirlsChase.com

Nice guy's love to invest as much time, effort and money into women as they possibly can. They mistakenly assume that the more they invest in a woman, the more attraction she feels for them. This, unfortunately for nice guys, is not the case. Instead, the truth is that the more you invest in a woman, the more attached/attracted to her *you* feel. Her attraction for you doesn't change.

The opposite, however, is also true. The more a woman invests in *you* , the more attracted to you *she* feels.

Put simply, **the less f*cks you give, the more f*cks you get.**

It is for this reason that alpha males can at once seem indifferent and uninvested, while having others (both men and women) clamoring for their attention.

Alpha males don't overinvest in women. They invest a tiny bit upfront, such as by approaching, getting a number, arranging to meet her again, and physically escalating their way to bed—but apart from that, an alpha male lets women invest themselves in *him* .

On the other hand, your average nice guy wines and dines her for months, buys her expensive gifts and lavish designer clothes that fit her perfectly (he knows her size from all those shopping trips he's accompanied her on), and invests immeasurable energy, emotion, and time in her. Meanwhile, she invests hardly anything in return.

His investment means he becomes increasingly attached to and attracted to her. But because she invests very little in him, her attraction for him remains unchanged.

Lesson : Instead of taking this nice guy approach, follow the alpha male route of investing the bare minimum and then letting women invest themselves in you.

WHAT YOU CAN LEARN FROM BAD BOYS

Nice guys finish last. It's true. It's also true that, more often than not, bad boys finish first.

Why?

Because 'bad boys', 'jerks', and 'assholes' all unknowingly follow the law of least effort.

A bad boy invests *just* enough for a woman to rationalize being with him. She—often as a direct result of his relative indifference toward her—invests herself in *him* . And the more she invests herself in him, the more attraction she feels for him.

Even when the girl eventually gets sick of being "treated like shit" and has a big argument, that argument, ironically, makes her even *more* emotionally invested in the guy.

Lesson : While you don't need to be a total jerk to succeed with women, there are lessons to be learned. Don't overinvest yourself in any one woman. Instead, invest just enough for her to feel comfortable investing herself in you. The more she invests in you, the more attracted to you she becomes.

KEY IDEAS

1. **The less f*cks you give, the more f*cks you get .** When you eliminate your inner-nice guy's excessive eagerness to please others (especially women), you'll find people (especially women) increasingly seeking your attention and eager to please *you* .
2. **Investing more in her does not make her more attracted to you .** Instead, invest just enough for her to feel comfortable investing in you, because the more she invests in *you* , the more attracted to you *she* becomes.
3. **Learn from the bad boys .** You don't need to be a total jerk, but by emulating certain characteristics, such as

unflappable confidence and not overinvesting yourself in any one woman.

Alpha Male Principle #5: Lift and Dress Well

IT'S NOT WHAT YOU LOOK LIKE, IT'S HOW YOU MAKE HER FEEL

Women are different from us guys. A man's physical attractiveness plays a far smaller role in a woman's attraction than a woman's physical appearance does for us guys. That's why you often see hot women with seemingly ordinary looking guys.

And so, you might ask, why does it matter whether or not a guy has bulging big muscles and great style?

Here's why: Women aren't attracted to guys with big muscles and flattering clothes in the same way us guys are attracted to women with big boobs and luscious legs. Women aren't attracted to big muscles, they're attracted to how those big muscles make them *feel* .

You see, a muscular body makes you look and *seem* more powerful and confident. And guess what? Women are biologically hardwired to feel

intense attraction for confident, powerful men.

The same is true of dressing well.

Don’t believe me?

Imagine James Bond. Now, imagine him as a scrawny guy who’s very poorly dressed. Not quite the same, right? He no longer has that same alpha male vibe, nor would he be able to pull a tenth of the women he would otherwise.

Lesson : Bulging muscles and nice clothes make you appear 10X more powerful and confident, which, in turn, makes you 10X more attractive to women. It’s why almost all alpha males are muscular and well-dressed. So go lift, bro!

Alpha Male Principle #6: Use the Power of Preselection

WOMEN WANT MEN THAT OTHER WOMEN WANT

Women are into men that other women are into. This phenomenon is called preselection.

You know how a guy walks into a club with a woman on each arm and, all of a sudden, every other girl is eyeing him.

And no, this isn't a case of mistaking correlation for causation. Study after study have found the same thing: Women are instinctively attracted to men that other women want.

Get a picture of a guy, show it to some women, and the women might or might not be attracted to him. Show the *same* guy with a beautiful woman (or women) and all of a sudden, he is instantly perceived to be 10X more attractive.

On a final note, this only works if you are preselected by *attractive* women. Having some fat uggo chasing after you will have just the opposite effect.

Lesson : When women know that other attractive women want you, you become 10X more attractive in their eyes.

Now, let's take a look at ways you can apply this to your own life…

HOW TO USE THE POWER OF PRESELECTION

You might not (yet) be able to take the typical alpha male approach of seeming to always have a few hot women with you, or walking around with women hanging off your arms, but that doesn't mean you can't effectively use the power of preselection to your advantage.

Here are a few easy ways you can get started using the power of preselection.

- **Post pictures of yourself with some cute girls on Facebook .** 'Nuff said.
- **Date more women .** Remember, dating is not exclusive. You can date as many women at once as you like. So date lots of women—it'll skyrocket your attractiveness in their eyes. You can also combine this tip with the next one…
- **Be vague about your relationship status .** If a girl asks, don't say you're single, just say something like, "It's complicated," and say no more. You could also make things even murkier and more mysterious by using words such as "girl" and "girlfriend" interchangeably.
- **Don't reveal your notch count .** If a woman asks you how many girls you've been with, just say something like, "What, today? Not many…" or "If I told you, I'd have to kill you."
- **And more !** So get creative.

Alpha Male Principle #7: Be Exciting, Mysterious, and Unpredictable

HOW TO BE THE MAN OF HER DREAMS (LITERALLY)

We humans naturally have a slight inferiority complex. You see a hot girl and you imagine her as the most amazing, awesome person to ever live. You imagine her living a crazy, exciting life. You feel inadequate by comparison.

In reality, though, hot chicks live very ordinary, boring lives, just like the rest of us. That hot chick you felt intimidated by? She farts, poops, eats cereal for breakfast and sometimes spills it on herself, worries about what her bimbo friends think of her, and most of the time stumbles through life on autopilot. She is more often than not very bored. She lives a boring, ordinary, mundane life.

And just as us guys often perceive hot women as being too awesome for us (even when they're actually pretty boring and ordinary), so too do women. If anything, women do this to a far, far greater level. That's why women are intensely attracted to dark, mysterious men. They build up this great big fantasy in their mind, something that *no* reality could ever hope to match.

While this "dark, mysterious" guy is probably just an ordinary bloke who works some boring 9–5 IT job and has only a few nerdy friends, she's imagining him as some secret billionaire who's out throwing wild parties and banging hot chicks left right and centre whenever he doesn't answer her call or doesn't respond to her text for a few days. Whenever he's "busy", he's probably off snorting coke of a model's tits while flying on his Saudi banker friend's private jet.

Okay, maybe that example is a little extreme, but you get the idea.

To put it simply, the less she knows about you, the more attractive you are to her. It's really that simple.

This is also why often the best sex you have with a girl is the first time you bang her—she's trying her best to please this mysterious alpha dude. But as you become more and more familiar, and she begins to know more and more about you, and realizes that you really don't have any other options (i.e. other women wanting to bang you), the sex becomes plain. Boring. Ordinary. She puts less effort into it and wants to have sex less frequently. She goes from eagerly trying to please you to "just tolerating" you. Eventually, you end up in a sexless marriage, and, if you're lucky and she doesn't have a "headache" for the twelfth night in a row, you might get enthusiastic, once-a-month starfish sex.

But, this never happens to alpha males. They (whether consciously or unconsciously) realize the power of maintaining an air of mystery and unpredictability. They know that girls always project an aura of mystery around men that they know very little about. Moreover, they assume the best.

Lesson : Don't spill the beans. Don't tell her everything about you, be vague, cultivate an air of mystery, and let her fill in the gaps with her imagination. Be a mystery man.

THE POWER OF "BUSY"

Do you think high value alpha males have time to sit around with some chick all day? No, of course not. They've got better things to do.

And so too should it be with you. You see, far too many 'nice guys' make the mistake of assuming that *if only* they were nicer, *if only* they could spend more time with a chick, text her more, talk to her more, and go on more shopping trips with her, *then* she would be attracted to him. Alas, not so.

Remember: **Less is more.**

Lesson : Stay busy. That which is scarce is valuable. If you spend too much time with her, she will inevitably take you for granted.

KEY IDEAS

1. **Tell her less about yourself .** Let her fill in the gaps with her imagination. Seeking to impress her only leaves her unimpressed, and you come across as needy, as if seeking validation or trying to compensate for a perceived inadequacy, as if you feel you're not good enough for her.
2. **Spend less time with her .** That which is scarce is valuable. Spending every spare moment with her and/or constantly flooding her with messages ends only in her not valuing you and taking you for granted.
3. **Be unpredictable .** The unpredictable is exciting and releases dopamine (the brain's pleasure chemical). Being completely unpredictable captivates women far more than just being a boring old predictable Joe Blow. So shake things up!

Alpha Male Principle #8: Playfully Tease Her

ALPHAS AREN'T A BORE

Alpha males are cocksure of themselves. They're provocative. They knock women off their pedestals and ruffle their feathers. They *playfully* disrespect women and tease them.

For example, if a girl asks a nice guy if she looks fat in a dress, he'll desperately tell her no, that she looks amazing and beautiful and how could anything think that blah blah blah…

If a girl asks an alpha male if she looks fat in a dress, he'll respond to it as the stupid question it is, telling her it looks like she just gained 400 pounds and should take that dress off immediately… along with her panties —and then give her a wink.

He's not her shoulder to cry on nor her emotional tampon. He's not there to put her at ease and tell her how "fabulous" she is. **An alpha male is there to have fun and amuse himself** —nothing more, nothing less.

Lesson : Don't be afraid to (playfully) give women shit and tease them—especially if they ask/say something downright stupid (e.g. "Do I look fat in this?"). Don't put women on a pedestal. Just treat them like the

normal, boring, farting, pooping, sometimes smelly people they are. Above all, amuse yourself and have fun.

Incidentally, an alpha male's carefree attitude of self-amusement and playful teasing ends up making women even *more* intensely attracted to them. Here's why…

ALPHA MALES ARE THE PRIZE AND THEY KNOW IT

When you put a woman on a pedestal, all she can do is look down on you.

Unfortunately, this is a mistake that so many guys make. They try to be so nice, do nice things for her, go out of their way to impress her and prioritize her happiness above their own.

While, at first, this might seem like a surefire approach to winning a woman's affections, it actually does just the opposite. It comes across as if *she* is the prize. As if *she* is the higher-value person, and you're just some low-value guy trying to make up for your inferiority by being extra nice and constantly seeking to impress her and win her approval.

When an alpha male just treats her like a normal person—or, in some cases, as if *he* is the higher-value one, as if *he* is the prize—by teasing her, playfully poking fun at her, messing with her and ruffling her feathers, he comes across as being much higher value. The woman will seek to impress *him* , and win *his* approval rather than look down on this poor 'nice guy' trying so hard to win her affections.

Here is the major difference between alpha males and nice guys (also known as beta males) when it comes to women:

*A beta male acts like **she** is the prize.*

*An alpha male acts like **he** is the prize.*

And guess what? Women are hypergamous. Women *never* want to be the prize. They want *him* to be the prize. That's why you hear women talking about how Mr. [X] is "a real catch." Women are biologically hardwired to be attracted to men that they feel are superior to them.

Lesson : Put her on a pedestal, go out of your way to impress, and always bend over backwards for her, and she'll see you as an unattractive, inferior man. Treat her like a normal person (or take it a step further and act like *you're* the superior one) by playfully teasing her and giving her a good ribbing every now and then, and she'll see you as an attractive, superior man. As if you're the prize, not her. And that's what she wants.

Alpha Male Principle #9: Aggressively Pursue a Mission

WOMEN LOVE AMBITIOUS MEN

Women don't want to *be* your life.

Unfortunately, many guys do just that. They make women (or a woman) the most important thing in their life.

Alpha males don't do this. They have more important things to do, whether it be building a business, pursuing a passion, or founding an empire. They live exciting, adventurous lives on their own terms. If they like, they may allow a woman to tag along for the ride, but women are only an accessory to life, not life itself.

So find something that excites or even obsesses you—a mission, a higher purpose, a massive goal—and aggressively pursue it.

Lesson : Women don't want to *be* your life, they want to be a part of it. They want to tag along with a man as he goes about living an exciting, adventurous life. They don't want to be the centre of his life, his main focus. Alpha males treat women not as the centrepiece of their life, but as an accessory.

The Alpha Male Cheat Sheet

Here is a quick recap of the alpha male traits and principles discussed in this book.

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Alpha Male Principle #1: Take Charge and Lead . Want to know how to quickly make a girl lose interest in you? Say, "No, what do *you* want to do?" It seems like a nice thing to do, but as we all know, nice guys finish last—and this is one of the reasons why. Women want a masculine man—and alpha male—who takes charge and leads. Women want to tag along as you go about living an exciting and adventurous life, they don't want to be deciding what to do and where to do it. Alpha males take charge and lead the interaction all the way from "hey" to lay. Alphas know that they're the man and so they need to lead the interaction every step of the way, all the way to bed.

Alpha Male Principle #2: Develop Unshakeable Confidence . Want to know the single most unattractive trait to women? Insecurity. Neediness. Feelings of inadequacy. A lack of confidence. Want to know a trait that makes women unlock their legs? Confidence. Confidence is the key to fucking everything, and alpha males have it in abundance.

Alpha Male Principle #3: Act Powerfully with Masculine Body Language . Alpha males walk, talk, sit, scratch their ass and, in general, *move* in a way that oozes power. Their body language is open and expansive. They move in a way that is slow, deliberate, and relaxed. They talk (and breathe) deeply and steadily. If you want an example of alpha male body language to emulate, look no further than Daniel Craig's James Bond.

Alpha Male Principle #4: Observe the Law of Least Effort . Whereas nice guys invest huge amounts of time, energy, and money into their interactions with women, alpha males can come across as indifferent and uninvested. Alpha males invest *just enough* to get a woman comfortable

with them, and then let the woman invest in them. Nice guys, on the other hand, overinvest themselves (both emotionally, and in terms of time/effort/money) in women, not realizing that it is not *their* investment in a woman that makes her attracted to him, but *her* investment in him. In this respect, it is better to emulate so-called 'bad boys', 'jerks', and 'assholes.'

Alpha Male Principle #5: Lift and Dress Well . Bulging muscles and nice clothes can make you appear 10X more confident and powerful, which, in turn, makes you 10X more attractive to women. So start wearing clothes that fit well and look nice, and start hitting the gym, pumping iron and building a more muscular body.

Alpha Male Principle #6: Use the Power of Preselection . Alpha males are often with attractive women who are very visibly attracted to him. Because he is preselected by other attractive women, his attractiveness in the eyes of other women skyrockets. Put simply, women want men that other women want—and alpha males use this phenomenon to their advantage.

Alpha Male Principle #7: Be Exciting, Mysterious, and Unpredictable . Don't tell her everything about yourself. Leave some mystery. Be a mystery man and leave the rest to her imagination. When it comes to telling her about yourself, less is more. Also, don't spend every spare minute with her and don't text her all the time. Alpha males are too busy chasing ambitious goals to waste excessive amounts of their time on women.

Alpha Male Principle #8: Playfully Tease Her . Be a little more disagreeable. Playfully tease her and mess around with her. Misinterpret

things she says, slip in sexual innuendoes and word play, and act like you're little kids teasing each other in the playground (though with sexual undertones). Alpha males never put women on pedestals nor are they afraid to disagree. They enjoy playfully teasing women and just have fun and amuse themselves rather than seeking to impress women by bragging or being a super 'nice guy' who agrees with everything she says and is scared of doing anything that might 'upset' her (e.g. playfully teasing her).

Alpha Male Principle #9: Aggressively Pursue a Mission . Alpha males live exciting, adventurous lives aggressively pursuing something that fascinates and obsesses them. A a life's purpose, a mission, a huge ambition that they're determined to achieve or die trying. Women are not the main focus of their lives, but an accessory. Ironically enough, this ends up making them even more attractive.

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Whenever you find yourself needing to alpha up, review the traits and principles in these summary points and get on your way.

Now all you need to do is put this book down and get going!

Good luck!